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“SPORTS DESK” RETURNS FOR A 2ND SEASON ON BLACK FAMILY CHANNEL HOSTED BY FORMER NFL QUARTERBACK JAY WALKER

(October 12, 2004) Atlanta, GA – The original Black College “Sports Desk” is back for another season on Black Family Channel. “Sports Desk” kicks off every Friday beginning October 15th from 9:00-9:30 p.m. with a re-broadcast on Saturdays at 12:30 p.m. (ET). If you’re ready for some football, “Sports Desk”, is your season pass to gridiron action!

Show host Jay Walker, former NFL quarterback for the New England Patriots and the Minnesota Vikings, hails from a Historically Black College, Howard University. In 1993, Walker was named Black College Player of the Year. “However, during the early ‘90’s, black college sports received limited air play on cable and broadcast television. Although it has improved over the years, athletes playing at Historically Black Colleges and Universities still receive less media coverage than the general market schools,” stated Walker.

Black Family Channel airs Black College Sports Classics, both football and basketball throughout the week. The game archives represent the four major black sports conferences: SWAC, MEAC, CIAA and SIAC. Black Family Channel has produced an unprecedented amount of “live” black college games over the past three years. The Network continues to be an activist for black colleges and has developed on-air educational initiatives to recruit students, increase enrollment and promote athletic programs at these institutions of higher learning.

“Sports Desk” was developed to create the additional exposure and visibility that is necessary to promote these outstanding athletes. The 30-minute show will feature a variety of segments to include the “Coaches Corner,” in-depth locker room conversations with coaches and “Where are they Now,” pays homage to those athletes who made black college sports what it is today. “Sports Desk” will preview the game of the week within each conference; fans will also get season predictions, stats and rankings. In addition to the gridiron match-ups, “Sports Desk” will highlight the high-stepping battle of the bands and feature surprise guest interviews.

About Black Family Channel

Black Family Channel is America’s only minority-owned and operated, 24-hour cable network committed to providing wholesome entertainment for the entire family. The mission of Black Family Channel is to inform, entertain and empower urban communities with family programming. Although Black Family Channel targets African American viewers, its services and offerings are non-exclusive and designed to positively impact the entire community. For more information about Black Family Channel visit www.blackfamilychannel.com.

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